

What are the benefits of this project?

Generally speaking, cities do not build conventions centers just to have available meeting space. The community benefits from a convention center because:

- It generates new sales tax which assists in keeping property taxes low
- New visitors generate additional revenue for area businesses
- It increases property values for all taxing entities
- It leverages redevelopment of nearby properties (spin off development)
- Texas A & M gains a valuable tool for providing training and education workshops to outside organizations
- Serves as a community focal point and asset for both residents and visitors

Who manages the Convention Center?

A private management company would manage both the Hotel and the Convention Center.

Please contact Kim Foutz, Director of Economic Development at (979) 764-3509 with any questions regarding the Hotel/Convention Center.



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**Frequently Asked
Questions &
Overview :
Proposed Hotel/
Convention
Center**

As the community grows and matures, the need for a first class convention center grows as well. While past proposals have not become a reality, this time things are different. The City of College Station has interviewed and investigated the qualifications of more than a dozen hotel developers, updated the feasibility and economic impact study, and is in the process of engaging our citizens and community partners.



Community Partnerships

This project will serve as an economic driver for the entire community. However, public-private partnerships of this magnitude are not easy to accomplish. This is why the City of College Station is seeking input and assistance from its governmental and quasi-governmental partners as well as neighborhood associations, civic organizations, tourism groups, and the business community.

Why invest in this project?

To grow our tourism market. By growing our tourism market, we will diversify the community's economy. Thus, creating a more stable tax base. The hotel/convention center project will increase sales tax, assist in keeping property taxes down and sustain existing tourism business.

What type of project are we talking about?

The project is a convention center and hotel developed as a public/private partnership. A private developer will construct and own a full-service hotel with approximately 250 rooms. The project will also include a restaurant, bar, fitness center, and swimming pools. The City will construct a convention center with a Grand Ball Room, Junior ballroom, Meeting Rooms, and an Exhibition Hall.

Where will the project be located?

The current proposal would locate the project in the Northgate District near University Drive and Texas A&M's main campus. The location is consistent with recommendations of a feasibility study conducted by C.H. Johnson Consulting. It would also provide a location within walking distance of numerous restaurants, night clubs and other entertainment venues.



Why Northgate?

Two reasons exist for choosing Northgate:

- Northgate provides the most direct access to the main campus of Texas A & M University
- Northgate is the only area in College Station that is anticipated to have enough new development to pay for the Convention Center through Tax Increment Financing (TIF).

How much will the project cost?

The public cost of the project will be approximately \$18 to \$21 million, the private sector will invest approximately \$35 to \$50 million for the hotel.

How will the city pay for the project?

The city would use funds received from Tax Increment Financing (TIF) as well as Hotel/Motel taxes received from the privately owned hotel. The proposed TIF will encompass the Northgate District which is bounded by University Drive, South College, Wellborn Road, and the Bryan City Limits.

How do TIFs Work?

TIFs are being used successfully in almost every state in the country. TIFs allow cities to use **new** property taxes generated from **new** development in a designated area to pay for public projects such as infrastructure or city buildings (in this case a convention center). TIFs are widely used because they do not impact existing revenues that support city services.